ORDER

Order / Rev:	210881		
Alt Order #:	WOC10953230		
Product Desc:	NEWSOME FOR GOVERNOR 2018/CM		
Estimate:	2068 4/30-5/6/2018		KGO-TV
Flight Dates:	04/30/18 - 05/06/18	Primary AE:	Christopher Larcade
Original Date / Rev:	04/26/18 / 04/30/18	Sales Office:	N-PH
Order Type:	GEN	Sales Region:	National
Name:	Sadler Strategic Media		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	12103 Viewcrest Rd.	Billing Cycle:	EOM/EOC
	Studio City, CA 91604	Agency Commission:	15%
Name:	Newsom for California Governor 2018	New Business Thru:	
Demographic:	A35+	Order Separation:	00:20:00
Product Codes:	Local/State Candidate	Advertiser External ID:	
Priority:	P-03	Agency External ID:	
Revenue Code 1:	AGY	Unit Code:	General
Revenue Code 2:	POL		
Revenue Code 3:	POL-CAND		
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Billing Contact: Product Codes: Priority: Revenue Code 1: Revenue Code 2:	Alt Order #: WOC10953230 Product Desc: NEWSOME FOR GOVERNOR 2018/CM Estimate: 2068 4/30-5/6/2018 Flight Dates: 04/30/18 - 05/06/18 Original Date / Rev: 04/26/18 / 04/30/18 Order Type: GEN Name: Sadler Strategic Media Buying Contact: Billing Contact: 12103 Viewcrest Rd. Studio City, CA 91604 Name: Newsom for California Governor 2018 Demographic: A35+ Product Codes: Local/State Candidate Priority: P-03 Revenue Code 1: AGY Revenue Code 2: POL	Alt Order #: WOC10953230 Product Desc: NEWSOME FOR GOVERNOR 2018/CM Estimate: 2068 4/30-5/6/2018 Flight Dates: 04/30/18 - 05/06/18 Primary AE: Original Date / Rev: 04/26/18 / 04/30/18 Sales Office: Order Type: GEN Sales Region: Name: Sadler Strategic Media Buying Contact: Billing Type: Billing Calendar: Billing Calendar: Billing Cycle: Studio City, CA 91604 Agency Commission: Name: Newsom for California Governor 2018 Agency Commission: Product Codes: Local/State Candidate Advertiser External ID: Priority: P-03 Agency External ID: Revenue Code 1: AGY Revenue Code 2: POL

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/06/18	65	\$68,450.00	\$58,182.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	65	\$68,450.00	\$58,182.50	0.00
Totals	65	\$68,450,00	\$58.182.50	0.00

Account Executives

Account Executive	utive Sales Office Sales Regi		Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share	Share	Total
KGO-TV	30%	\$68,450.00
Market	100%	\$228 166 67

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$22,816.67
KNTV	20%	\$45,633.33
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	11%	\$25,098.33
KTVU	29%	\$66,168.33
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Spo	ots	Rate Pri Rt	g Type	Spots	Amount
N 1	KGO	04/30/18	05/02/18	5a-6a News M-F ABC7 5a News	CM Co	5a-6a	111	:30	3	\$100.00 P-03 0.	.00 NM	3	\$300.00
	(Progra	m: NEWS)									- 1		
٧	Sta /eek: 04/		End Date 05/06/18	Weekdays 111	Spots/Week 3	Rate \$100.00	Rating 0.00						

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Order / Rev: 210881 Advertiser: Newsom for California Governor 2018

Alt Order #: WOC10953230 Product Desc: NEWSOME FOR GOVERNOR 2018/CM KGO-TV

Flight Dates: 04/30/18 - 05/06/18 Estimate: 2068 4/30-5/6/2018

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spots	s Rate Pri Rto	g Type S	Spots	Amount
Start Date End Date	Weekdays 111	Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18 N 2 KGO 04/30/18 05/03/1		CM Co	\$100.00	0.00	:30	3 \$350.00 P-03 0.	00 NM	3	\$1,050.00
	ABC7 6a News	OW O	. 00 70	111	.00	σ φοσσίσση σο σ.	.00 14101	Ü	Ψ1,000.00
(Program: NEWS)	We alsdove	Cnoto/Mook	Doto	Doting					
Start Date End Date Week: 04/30/18 05/06/18	<u>Weekdays</u> - 111	Spots/Week 3	Rate \$350.00	Rating 0.00					
N 3 KGO 04/30/18 05/04/1		CM Co	7a-9a	111	:30	3 \$400.00 P-03 0.	00 NM	3	\$1,200.00
(Program: GMA)	Good Morning Ar	merica							
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18	111	3	\$400.00	0.00					
N 4 KGO 04/30/18 05/04/1	3 Live 9a-10a M-F M-F 9a-10a	CM Co	:9a-10a	1-1-1	:30	3 \$300.00 P-03 0.	.00 NM	3	\$900.00
(Program: LIVE)	04 .04								
Start Date End Date Week: 04/30/18 05/06/18	Weekdays 1- 1- 1	Spots/Week 3	Rate \$300.00	Rating 0.00					
N 5 KGO 04/30/18 05/03/1			10a-11a	- 111	:30	3 \$800.00 P-03 0.	.00 NM	3	\$2,400.00
(D. THE) ((E)A)	M-F 10a-11a								
(Program: THE VIEW) Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18	- 111	3	\$800.00	0.00					
N 6 KGO 04/30/18 05/04/1		M-F CM Co	11a-1130a	111	:30	3 \$200.00 P-03 0.	00 NM	3	\$600.00
(Program: NEWS)	ABC7 11a News								
Start Date End Date		Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18 N 7 KGO 04/30/18 05/03/1	111	3 CM C	\$200.00	0.00	•20	2	00 NIM	2	<u> የ</u> ድዕዕ ዕዕ
N / KGO 04/30/18 05/03/1	3 4p-5p News M-F ABC7 4p News	CM Co	. 4р-эр	11-1	:30	3 \$200.00 P-03 0.	OU INIVI	3	\$600.00
(Program: NEWS)									
Start Date End Date Week: 04/30/18 05/06/18	<u>Weekdays</u> 11-1	Spots/Week 3	Rate \$200.00	Rating 0.00					
N 8 KGO 04/30/18 05/04/1	8 5p-530p News M		5p-530p	11-11	:30	4 \$450.00 P-03 0.	00 NM	4	\$1,800.00
(Dragram, NEWC)	ABC7 5p News								
(Program: NEWS) Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18	11-11	4	\$450.00	0.00					
N 9 KGO 04/30/18 05/04/1	B 6p-7p News M-F ABC7 6p News	CM Co	6p-7p	- 1111	:30	4 \$500.00 P-03 0.	00 NM	4	\$2,000.00
(Program: NEWS)	ABC/ op News								
Start Date End Date	<u>Weekdays</u> - 1111	Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18 N10 KGO 04/30/18 05/04/1		CM Co	\$500.00 7p-730p	0.00	:30	3 \$900.00 P-03 0.	00 NM	3	\$2,700.00
	M-F 7p-730p	· · · · · ·			.00				ψ=,: σσ.σσ
(Program: JEOPARDY) Start Date End Date	Weekdays	Spots/Week	Pata	Rating					
Week: 04/30/18 05/06/18	111	3	Rate \$900.00	0.00					
N11 KGO 04/30/18 05/04/1		CM Co	:730p-8p	1- 1- 1	:30	3 \$900.00 P-03 0.	00 NM	3	\$2,700.00
(Program: WHEEL)	M-F 730p-8p								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 04/30/18 05/06/18	1-1-1	3	\$900.00	0.00		1	00.104		40.000.00
N12 KGO 04/30/18 05/01/1	Tues Prime Hour Tue Prime Hour		: 8p-9p	- 1	:30	1 \$2,000.00 P-03 0.	UU NMI	1	\$2,000.00
(Program: ROSEANNE/MII	DDLE)								
Start Date End Date Week: 04/30/18 05/06/18	<u>Weekdays</u> - 1	Spots/Week	Rate \$2,000.00	Rating 0.00					
N13 KGO 04/30/18 05/01/1			:9p-10p	- 1	:30	1 \$3,000.00 P-03 0.	00 NM	1	\$3,000.00
	Tue Prime Hour		•						
(Program: BLACKISH/SPL Start Date End Date	,	Spots/Week	Rate	Rating					
Start Date Lift Date	vvcenuays	Opolo/ Week	Nate	raing			•		

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Order / Rev: 210881 Advertiser: Newsom for California Governor 2018

Alt Order #: WOC10953230 Product Desc: NEWSOME FOR GOVERNOR 2018/CM KGO-TV

Flight Dates: 04/30/18 - 05/06/18 Estimate: 2068 4/30-5/6/2018

Ln Ch Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
	nd Date 05/06/18	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
N14 KGO 04/30/18		Tues Prime Hour	C CM Cd	: 10p-11p	- 1	:30	1 \$	1,500.00 P-03	0.00 NM	1	\$1,500.00
(Program: FOR TH											
	End Date 05/06/18	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
N15 KGO 04/30/18	05/02/18	Wed Prime Hour		:8p-9p	1	:30	1 \$	2,500.00 P-03	0.00 NM	1	\$2,500.00
(Program: GOLDBE	ERGS/ALI	Wed Prime Hour ≡X)	1								
	nd Date 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
N16 KGO 04/30/18		Wed Prime Hour I	B CM Co	• •	1	:30	1 \$	6,000.00 P-03	0.00 NM	1	\$6,000.00
(Program: MOD FA	AM/AM HC	Wed Prime Hour (OUSEWIVES)	2								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 0	05/06/18	1 Wed Prime Hour (\$6,000.00 :10p-11p	0.00	:30	1 \$	3,000.00 P-03	0.00 NM	1	\$3,000.00
		Wed Prime Hour		. 100 110	•	.00	. ψ	0,000.001 00	0.00 14141		ψο,σσσ.σσ
(Program: DESIGN Start Date E	IATED SU End Date	RVIVOR) Weekdays	Spots/Week	Rate	Rating						
	5/06/18	1		\$3,000.00	0.00						
N18 KGO 04/30/18	05/03/18	Thurs Prime Hour Thu Prime Hour 1		:8p-9p	1	:30	1 \$	5,000.00 P-03	0.00 NM	1	\$5,000.00
(Program: GREYS)		That time floar i									
	Ind Date 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$5,000.00	Rating 0.00						
N19 KGO 04/30/18		Thurs Prime Hour	C CM Cd	:10p-11p	1	:30	1 \$	1,500.00 P-03	0.00 NM	1	\$1,500.00
(Program: QUANTI	ICO)	Thu Prime Hour 3	3								
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 0	05/06/18	1 Fri Prime Hour A	CM Co	\$1,500.00 8p-9P	0.00	:30	1 \$	1,500.00 P-03	0.00 NM	1	\$1,500.00
		Fri Prime Hour 1			_		. •	.,			V 1,000100
(Program: ONCE U Start Date E	IPON A TI End Date	ME) Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 0	5/06/18	1	1	\$1,500.00	0.00						
N21 KGO 04/30/18	05/04/18	Fri Prime Hour B	CM Co	:9p-10P	1	:30	1 \$	2,000.00 P-03	0.00 NM	1	\$2,000.00
(Program: MARVE)		_							
	End Date 05/06/18	<u>Weekdays</u> 1	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
N22 KGO 04/30/18		Fri Prime Hour C		:10p-11P	1	:30	1 \$	2,500.00 P-03	0.00 NM	1	\$2,500.00
(Program: 20/20)		Fri Prime Hour 3									
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/30/18 0	05/06/18	1 11p-1135p Late N		\$2,500.00	0.00	:30	5	\$800.00 P-03	0.00 NM	5	\$4,000.00
	00/00/10	ABC7 11p News	iowo indivi	. 11p 1100p	11 1 11	.00	O	ψοσο.σσ1 σσ	0.00 14141		Ψ+,000.00
(Program: NEWS) Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
	5/06/18	11-1-11	5	\$800.00	0.00						
N24 KGO 04/30/18	05/03/18	Kimmel 1135p-12 M-F 1135p-1237a		: 1135p-1237a	a 1-11	:30	3	\$400.00 P-03	0.00 NM	3	\$1,200.00
(Program: KIMMEL	_)										
	nd Date 05/06/18	<u>Weekdays</u> 1- 11	Spots/Week 3	Rate \$400.00	Rating 0.00						
N25 KGO 04/30/18		Nightline 1237a-1			11	:30	2	\$200.00 P-03	0.00 NM	2	\$400.00
(Program: NIGHTL	INE)	M-F 1237a-107a									
Start Date E	nd Date	Weekdays	Spots/Week	Rate	Rating					l	

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KGO-TV

Order / Rev: 210881 Adv

Advertiser: Newsom for California Governor 2018

Alt Order #: WOC10953230

Product Desc: NEWSOME FOR GOVERNOR 2018/CM

Flight Dates: 04/30/18 - 05/06/18 Estimate: 2068 4/30-5/6/2018

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
		rt Date	End Date		oots/Week	Rate	Rating							_
	eek: 04/		05/06/18	11	2	\$200.00	0.0	-						
N26	KGO	04/30/1	8 05/06/18	6a-10a News SaSu		6:00 AM-9:		11	:30	2	\$150.00 P-0	0.00 NM	2	\$300.00
				ABC7 6a-10a News	'GMA	(6:00 AM-9:	00 AM)							
		m: NEWS	•			_								
		rt Date	End Date		oots/Week	Rate	Rating	_						
	eek: 04/		05/06/18	11	2	\$150.00	0.0	-						
N 27	KGO	04/30/1	8 05/06/18	1135p-12a News Ex	tra SCAM Co	:1135p-12a		11	:30	2	\$400.00 P-0	0.00 NM	2	\$800.00
	(D		/T \	ABC7 1135p News										
		m: LN E>	•	We shall a second	1 - 00/ 1	D-1-	D-C-							
		rt Date	End Date	Weekdays Sp	oots/Week	Rate	Rating	-						
	eek: 04/		05/06/18	11	2	\$400.00	0.0	-						
N28	KGO	04/30/1	8 05/06/18	This Week 8a-9a Su	CM C	:8a-9a		1	:30	1	\$1,000.00 P-0	0.00 NM	1	\$1,000.00
	/Drogra	. TUIC	MCEK)	This Week										
		m: THIS	•	Manhalana C		Data	Datina						l	
۱۸/	<u>318 -</u> /eek: 04	rt Date	End Date 05/06/18	Weekdays Sp	oots/Week	Rate \$1.000.00	<u>Rating</u> 0.00	_					l	
				Man Drima Have C		+ ,			.20		ФО 000 00 D 0	0 00 NINA		# 0.000.00
N 29	KGO	04/30/1	8 04/30/18	Mon Prime Hour C Mon Prime Hour 3	CIVI C	:10p-11p	1		:30	1	\$2,000.00 P-0	0.00 NW	1	\$2,000.00
	(Program	m· THE (CROSSING)											
		rt Date	End Date		oots/Week	Rate	Ratino						l	
\//	<u>اعاد</u> /eek: 04		05/06/18	1		\$2.000.00	0.00	_					i	
			8 04/30/18	Mon Prime Other A		: 8:00 PM-10			:30	2	\$4,000.00 P-0	13 0 00 NM	2	\$8,000.00
1430	NGO	04/30/1	0 04/30/10	Mon Prime Other A		(8:00 PM-10			.50	_	φ4,000.001 -0	0.00 INIVI		ψ0,000.00
	(Prograi	m: DANC	ING WITH	THE STARS)		(0.001 101-10	7.00 i ivi)							
		rt Date	End Date		oots/Week	Rate	Rating	1					i	
W	eek: 04/		05/06/18	2		\$4.000.00	0.00	_					İ	
N31	KGO	04/30/1	8 05/06/18	NBA Conf Day Semi	-Fin&M Co	12:30 PM-3	:00 PM-	1	:30	1	\$4,000.00 P-0	3 0.00 NM	1	\$4,000.00
		0 1,00, 1	0 00,00,10	NBA Conf Weekend				_	.00	•	ψ.,σσσ.σσ.		•	ψ.,σσσ.σσ
	(Prograi	m: NBA F	PLAYOFFS)			,								
	Sta	rt Date	End Date	Weekdays S	oots/Week	Rate	Rating	ı						
W	eek: 04/	30/18	05/06/18	1	1	\$4,000.00	0.0	5						
												Totals	- 65	\$68,450.00
												· otalo		400, 100.00